

33123 SEP-3'21

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

231 West 39th Street  
Dated at New York City

September 1st, 1921

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

SEP 3 1921  
SEP 16 1921

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59 and  
60 of the Act of March 4, 1909, ~~of one or~~ both of the deposited copies of the

Film *What a Salesman Should Know* entitled Knitted Underwear (1 reel)

deposited in the Copyright Office on *1 Reel fiction*  
*(1 c serial)* and registered  
under Class *©CLM 2041*, XXc., No. *1 c serial*

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address:

Economist Film Service, 239 West 39th Street, N.Y.C. or  
to  
at

Signed

*Ed Wainwright Burdette*

(Claimant of Copyright)

2 Copies Returned

SEP 30 1921

BK. D.

*By Express*

SEP 30 1921

O.K. - F.G.P.

*What a Salesperson Should Know*  
*Knitted*  
Underwear

©C1M

20410

Knitted Underwear is without doubt one of the necessities of life. Men, women, children and even the tiny baby must have underwear. For each there is a particular kind and style which just suits. But do salespeople always sell that particular garment or because it is "just underwear" are they inclined to think that if the size is correct that is all that is necessary?

A knowledge of how a thing is made always gives us more interest in it. When we see the skill, care and expense involved we look upon it with more regard. The process of making underwear is long and involved. The maker spares neither energy nor expense to produce satisfactory garments in such variety of sizes and styles as to accomodate all.

Since salespeople cannot all go to the factory it is brought to them. The scenes showing how knitted underwear is made are designed to give a better idea of the qualities and workmanship of this necessary and profitable commodity.



### SYNOPSIS OF "KNITTED UNDERWEAR"

The making of knitted underwear is a vast industry in itself. This we fully realize, when we stop to consider the great quantities of this commodity, necessary to supply the demand for it. Perhaps it is because of its accepted homeliness that, generally speaking, so little is known about it. We simply take it for granted. And yet to the salesperson, who sells it intelligently, knitted underwear represents not only a vast industry but one that is specialized to so high a degree as to make it almost an art. A well shaped, finely knit union suit of smooth finish and clear color, he may truthfully refer to as a "thing of beauty and a joy," if not "forever," at least, for the time it gives its comfortable service. If he knows all about it this is his honest conviction.

The film on "Knitted Underwear" proves that the excellence of its subject is determined by three things, -- quality of yarn, perfection of stitch and beauty of shapeliness. Upon these depend its comfort and appearance. An introductory scene compares the knitted fabric with other fabrics, thus establishing its claim to superior comfort because of the elasticity of the knitted stitch.

Following these scenes are other factory scenes, illustrating the difference between the flat and tubular knit fabrics and the final making of the shaped garment.

Careful attention is given to the detailed processes of expert workmanship which finally turn out the good looking, comfortable garment.

In connection with these scenes, as with the others, it is the purpose of the film to so present the principles of quality underwear from the viewpoint of its designer and maker, as to provide the salesperson with such knowledge as will enable him to sell more goods, more intelligently.

To know knitted underwear, as its originator knows it, may not be possible for all who sell it. But a picture trip through his factory proves of valuable assistance in selling this commodity to the best advantage of all.

following these scenes are other factory scenes, illustrating the difference between the first and second film labors and the final making of the shipped garment.

Detailed attention is given to the detailed processes of expert workmanship which finally turn out the good looking, comfortable garment.

In contrast with these scenes, as with the others, it is the purpose of the film to present the principles of quality workmanship from the viewpoint of the designer and maker, as to provide the consumer with such knowledge as will enable him to buy more wisely, more intelligently.

To know quality workmanship, as its originator knows it, may not be possible for all who sell it. But a picture trip through the factory proves of valuable assistance in telling this commodity to the best advantage of all.



This document is from the Library of Congress  
“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress